ORDER

KSDK

Orders	**Order / Rev:**	**692525**		
	Alt Order #:			
	Product Desc:	July 31-Aug 6		
	Estimate:			
	Flight Dates:	07/31/12 - 08/07/12	Primary AE:	Local House
	Original Date / Rev:	08/06/12 / 08/06/12	Sales Office:	KSDK
	Order Type:	Political	Sales Region:	LOC
Agency	**Name:**	**Patrick Media**		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		P.O. Box 317	Billing Cycle:	EOM/EOC
		Marshfield, MO 65706	Agency Commission:	15%
Advertiser	**Name:**	**Kinder for Lt. Governor**		
	Demographic:	A25-54	New Business Thru:	
	Product Codes:	PL-State/Local Misc	Order Separation:	00:15:00
	Priority:	P-3	Advertiser External ID:	
	Revenue Codes:	AGY, GEN, POL	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/07/12	39	$35,275.00	$29,983.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	39	$35,275.00	$29,983.75	0.00
Totals	39	$35,275.00	$29,983.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSDK	35%	$35,275.00
Market	100%	$100,785.71

Competitive Share	Share	Total
CABLE	0%	$0.00
KDNL	0%	$0.00
KETC	0%	$0.00
KMOV	0%	$0.00
KNLC	0%	$0.00
KPLR	0%	$0.00
KTVI	0%	$0.00
UNKWN	65%	$65,510.71
WHSL	0%	$0.00
WPXS	0%	$0.00
WRBU	0%	$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	07/31/12	08/03/12	M-F 5-6A 5-6a	CM	5-6A	-1111--	:30	4	$250.00	P-3	0.00	NM	4	$800.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	07/30/12	08/05/12	-1111--	4	$250.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	KSDK	07/30/12-08/05/12	M-F 5-6A	5-6A	-TWThF----	:30	$200.00	0.00	NM
2	KSDK	07/30/12-08/05/12	M-F 5-6A	5-6A	-TWThF----	:30	$200.00	0.00	NM

Order / Rev:	692525	Advertiser:	Kinder for Lt. Governor	
Alt Order #:		Product Desc:	July 31-Aug 6	**KSDK**
Flight Dates:	07/31/12 - 08/07/12	Estimate:		

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	07/31/12	08/03/12	M-F 5-6A 5-6a	CM	5-6A	-1111--	:30	4	$250.00	P-3	0.00	NM	4	$800.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	07/30/12	08/05/12	-1111--	4	$250.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
3	KSDK	07/30/12-08/05/12	M-F 5-6A	5-6A	-TWThF----	:30	$200.00	0.00	NM
4	KSDK	07/30/12-08/05/12	M-F 5-6A	5-6A	-TWThF----	:30	$200.00	0.00	NM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KSDK	08/06/12	08/06/12	M-F 5-6A 5-6a	CM	5-6A	M------	:30	1	$250.00	P-3	0.00	NM	1	$250.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	08/06/12	08/12/12	M------	1	$250.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	KSDK	07/31/12	08/03/12	M-F 6-7A 6-7a	CM	6-7A	-1111--	:30	4	$400.00	P-3	0.00	NM	4	$2,400.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	07/30/12	08/05/12	-1111--	4	$400.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	*KSDK*	*07/30/12-08/05/12*	*M-F 6-7A* *See MG 3.5,3.6,3.7,3.8* [Rais e to Rate Section 2: $600]	6-7A	-TWThF----	*:30*	*~~($400.00)~~*	0.00	*NM*
2	*KSDK*	*07/30/12-08/05/12*	*M-F 6-7A* *See MG 3.5,3.6,3.7,3.8* [Rais e to Rate Section 2: $600]	6-7A	-TWThF----	*:30*	*~~($400.00)~~*	0.00	*NM*
3	*KSDK*	*07/30/12-08/05/12*	*M-F 6-7A* *See MG 3.5,3.6,3.7,3.8* [Rais e to Rate Section 2: $600]	6-7A	-TWThF----	*:30*	*~~($400.00)~~*	0.00	*NM*
4	*KSDK*	*07/30/12-08/05/12*	*M-F 6-7A* *See MG 3.5,3.6,3.7,3.8* [Rais e to Rate Section 2: $600]	6-7A	-TWThF----	*:30*	*~~($400.00)~~*	0.00	*NM*
5	KSDK	07/31/12-08/03/12	M-F 6-7A Ⓜ MG for 3.4,3.3,3.2,3.1 [revised rate]	6-7A	-TWThF----	:30	$600.00	0.00	NM
6	KSDK	07/31/12-08/03/12	M-F 6-7A Ⓜ MG for 3.4,3.3,3.2,3.1 [revised rate]	6-7A	-TWThF----	:30	$600.00	0.00	NM
7	KSDK	07/31/12-08/03/12	M-F 6-7A Ⓜ MG for 3.4,3.3,3.2,3.1 [revised rate]	6-7A	-TWThF----	:30	$600.00	0.00	NM
8	KSDK	07/31/12-08/03/12	M-F 6-7A Ⓜ MG for 3.4,3.3,3.2,3.1 [revised rate]	6-7A	-TWThF----	:30	$600.00	0.00	NM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	KSDK	08/06/12	08/06/12	M-F 6-7A 6-7a	CM	6-7A	M------	:30	1	$400.00	P-3	0.00	NM	1	$400.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	08/06/12	08/12/12	M------	1	$400.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	KSDK	07/31/12	08/03/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday	-2222--	:30	8	$750.00	P-2	0.00	NM	5	$3,750.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	07/30/12	08/05/12	-2222--	8	$750.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	*KSDK*	*07/30/12-08/05/12*	*Olympics Weekday DT* *Credited* [credit]	Olympics Weekda	-TWThF----	*:30*	*~~($750.00)~~*	0.00	*NM*
3	*KSDK*	*07/30/12-08/05/12*	*Olympics Weekday DT* *Credited* [credit]	Olympics Weekda	-TWThF----	*:30*	*~~($750.00)~~*	0.00	*NM*
6	*KSDK*	*07/30/12-08/05/12*	*Olympics Weekday DT* *Credited* [credit]	Olympics Weekda	-TWThF----	*:30*	*~~($750.00)~~*	0.00	*NM*

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KSDK	08/06/12	08/06/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday	M------	:30	2	$750.00	P-2	0.00	NM	2	$1,500.00

Order / Rev: 692525
Advertiser: Kinder for Lt. Governor
Alt Order #:
Product Desc: July 31-Aug 6
KSDK
Flight Dates: 07/31/12 - 08/07/12
Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KSDK	08/06/12	08/06/12	Olympics Weekday DT Olympics Weekday DT	CM	Olympics Weekday	M------	:30	2	$750.00	P-2	0.00	NM	2	$1,500.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	08/06/12	08/12/12	M------	2	$750.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KSDK	07/31/12	08/03/12	M-F 430-5p Jeopardy	CM	430-5p	-1111--	:30	4	$500.00	P-3	0.00	NM	4	$1,750.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	07/30/12	08/05/12	-1111--	4	$500.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	*KSDK*	*07/30/12-08/05/12*	*M-F 430-5p*	430-5p	-TWThF----	*:30*	*~~($500.00)~~*	0.00	*NM*
		See MG 7.5 [Did not run - per as run and discrept report-needed to cut time]							
4	*KSDK*	*07/30/12-08/05/12*	*M-F 430-5p*	430-5p	-TWThF----	*:30*	*~~($500.00)~~*	0.00	*NM*
		See MG 7.6 [Did not Air- Glendale Police Deparment news conference]							
5	KSDK	08/07/12-08/07/12	M-F 5-6A	5-6A	-T--------	:30	$375.00	0.00	NM
	Ⓜ	MG for 7.1 07/31 [n/a]							
6	KSDK	08/07/12-08/07/12	M-F 5-6A	5-6A	-T--------	:30	$375.00	0.00	NM
	Ⓜ	MG for 7.4 08/03 [8/3 n/a]							

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8	KSDK	08/06/12	08/06/12	M-F 430-5p Jeopardy	CM	430-5p	M------	:30	1	$500.00	P-3	0.00	NM	1	$500.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	08/06/12	08/12/12	M------	1	$500.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
9	KSDK	07/31/12	08/03/12	M-F 4P News News 5 at Four	CM	4-430P	-1111--	:30	4	$450.00	P-3	0.00	NM	4	$1,800.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	07/30/12	08/05/12	-1111--	4	$450.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10	KSDK	08/06/12	08/06/12	M-F 4P News News 5 at Four	CM	4-430P	M------	:30	1	$450.00	P-3	0.00	NM	1	$450.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	08/06/12	08/12/12	M------	1	$450.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11	KSDK	07/31/12	08/03/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	-1111--	:30	4	$800.00	P-3	0.00	NM	4	$4,800.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	07/30/12	08/05/12	-1111--	4	$800.00	0.00

Order / Rev:	692525	Advertiser:	Kinder for Lt. Governor
Alt Order #:		Product Desc:	July 31-Aug 6
Flight Dates:	07/31/12 - 08/07/12	Estimate:	

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11	KSDK	07/31/12	08/03/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	-1111--	:30	4	$800.00	P-3	0.00	NM	4	$4,800.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	07/30/12	08/05/12	-1111--	4	$800.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	*KSDK*	*07/30/12-08/05/12*	*M-F 5P News* *See MG 11.5,11.6,11.7,11.8* [must offer Rate Section 2 - $1200 to clear.]	5-530P	-TWThF----	*:30*	~~*($800.00)*~~	0.00	*NM*
2	*KSDK*	*07/30/12-08/05/12*	*M-F 5P News* *See MG 11.5,11.6,11.7,11.8* [must offer Rate Section 2 - $1200 to clear.]	5-530P	-TWThF----	*:30*	~~*($800.00)*~~	0.00	*NM*
3	*KSDK*	*07/30/12-08/05/12*	*M-F 5P News* *See MG 11.5,11.6,11.7,11.8* [must offer Rate Section 2 - $1200 to clear.]	5-530P	-TWThF----	*:30*	~~*($800.00)*~~	0.00	*NM*
4	*KSDK*	*07/30/12-08/05/12*	*M-F 5P News* *See MG 11.5,11.6,11.7,11.8* [must offer Rate Section 2 - $1200 to clear.]	5-530P	-TWThF----	*:30*	~~*($800.00)*~~	0.00	*NM*
5	KSDK	07/31/12-08/03/12	M-F 5P News Ⓜ MG for 11.1,11.2,11.3,11.4 [reinstate]	5-530P	-TWThF----	:30	$1,200.00	0.00	NM
6	KSDK	07/31/12-08/03/12	M-F 5P News Ⓜ MG for 11.1,11.2,11.3,11.4 [reinstate]	5-530P	-TWThF----	:30	$1,200.00	0.00	NM
7	KSDK	07/31/12-08/03/12	M-F 5P News Ⓜ MG for 11.1,11.2,11.3,11.4 [reinstate]	5-530P	-TWThF----	:30	$1,200.00	0.00	NM
8	KSDK	07/31/12-08/03/12	M-F 5P News Ⓜ MG for 11.1,11.2,11.3,11.4 [reinstate]	5-530P	-TWThF----	:30	$1,200.00	0.00	NM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
12	KSDK	08/06/12	08/06/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	M------	:30	1	$800.00	P-3	0.00	NM	1	$1,200.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	08/06/12	08/12/12	M------	1	$800.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	KSDK	08/06/12-08/12/12	M-F 5P News	5-530P	M---------	:30	$1,200.00	0.00	NM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	KSDK	07/31/12	08/03/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-1111--	:30	4	$850.00	P-3	0.00	NM	4	$5,100.00

	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:	07/30/12	08/05/12	-1111--	4	$850.00	0.00

Order / Rev:	692525	Advertiser:	Kinder for Lt. Governor
Alt Order #:		Product Desc:	July 31-Aug 6
Flight Dates:	07/31/12 - 08/07/12	Estimate:	

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	KSDK	07/31/12	08/03/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-1111--	:30	4	$850.00	P-3	0.00	NM	4	$5,100.00

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 07/30/12	08/05/12	-1111--	4	$850.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	*KSDK*	*07/30/12-08/05/12*	*M-F 6P News* *See MG 13.5,13.6,13.7,13.8* [$1275 - Rate Section 2 to clear.]	6-630P	-TWThF----	*:30*	*~~($850.00)~~*	0.00	*NM*
2	*KSDK*	*07/30/12-08/05/12*	*M-F 6P News* *See MG 13.5,13.6,13.7,13.8* [$1275 to clear- RS 2]	6-630P	-TWThF----	*:30*	*~~($850.00)~~*	0.00	*NM*
3	*KSDK*	*07/30/12-08/05/12*	*M-F 6P News* *See MG 13.5,13.6,13.7,13.8* [$1275 - Rate Section 2 to clear.]	6-630P	-TWThF----	*:30*	*~~($850.00)~~*	0.00	*NM*
4	*KSDK*	*07/30/12-08/05/12*	*M-F 6P News* *See MG 13.5,13.6,13.7,13.8* [$1275 - Rate Section 2 to clear.]	6-630P	-TWThF----	*:30*	*~~($850.00)~~*	0.00	*NM*
5	KSDK	07/31/12-08/03/12	M-F 6P News (M) MG for 13.1,13.3,13.4,13.2 [revised rate]	6-630P	-TWThF----	:30	$1,275.00	0.00	NM
6	KSDK	07/31/12-08/03/12	M-F 6P News (M) MG for 13.1,13.3,13.4,13.2 [revised rate]	6-630P	-TWThF----	:30	$1,275.00	0.00	NM
7	KSDK	07/31/12-08/03/12	M-F 6P News (M) MG for 13.1,13.3,13.4,13.2 [revised rate]	6-630P	-TWThF----	:30	$1,275.00	0.00	NM
8	KSDK	07/31/12-08/03/12	M-F 6P News (M) MG for 13.1,13.3,13.4,13.2 [revised rate]	6-630P	-TWThF----	:30	$1,275.00	0.00	NM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
14	KSDK	08/06/12	08/06/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M------	:30	1	$850.00	P-3	0.00	NM	1	$1,275.00

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 08/06/12	08/12/12	M------	1	$850.00	0.00

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type
1	KSDK	08/06/12-08/12/12	M-F 6P News	6-630P	M---------	:30	$1,275.00	0.00	NM

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	KSDK	08/03/12	08/03/12	Olympics Prime Olympics Primetime	CM	Olympics Primetim	----F--	:30	1	$4,650.00	P-2	0.00	NM	1	$4,650.00

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 07/30/12	08/05/12	----F--	1	$4,650.00	0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	KSDK	08/06/12	08/06/12	Olympics Prime Olympics Primetime	CM	Olympics Primetim	M------	:30	1	$4,650.00	P-2	0.00	NM	1	$4,650.00

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 08/06/12	08/12/12	M------	1	$4,650.00	0.00

Totals 39 $35,275.00